

**HALLOWEEN MINI-PLANNER  
DRAFT SAMPLE PRESS RELEASE**



friends don't let friends drive drunk.  
designate a sober driver.

**FOR IMMEDIATE RELEASE: Date**  
**CONTACT: Name, Phone Number**

**DON'T LET HALLOWEEN TURN INTO A NIGHTMARE**  
*Major Effort Launched to Stop Impaired Driving Reminds Everyone  
to Designate a Sober Driver Before the Halloween Parties Begin*

[Optional dateline, with capitalized town first, then date, i.e., RIVER CITY, Oct. 20] –

Halloween should be a time for fun, not tragedy, and this month [Local Leader/Organization Name] is joining with other national, state and local highway safety advocates and law enforcement officials to remind everyone to not let Halloween turn into a nightmare by planning ahead and designating a sober driver before attending Halloween festivities that involve alcohol.

This year, Halloween (always Oct. 31) falls on a Sunday, and that means the last weekend of October will be a big time for fun, frivolity, and costume parties on Friday, Saturday and Sunday nights. Since many of those festivities often involve the use of alcohol, that also makes the Halloween weekend a very dangerous time on our nation's roadways because of impaired driving.

In fact, according to the National Highway Traffic Safety Administration, some two-thirds of all highway fatalities across the nation at Halloween in 2003 were alcohol-related.

That's why [Organization Name] is making a special effort this year to remind everyone to plan ahead and designate a sober driver before all Halloween festivities that involve alcohol.

"Drinking and driving impaired can and often turns into a real nightmare for all involved," [Local Leader] said. "So we want to remind everyone that many of these nightmares can be avoided by taking the simple step of planning ahead and designating a sober driver BEFORE the parties begin."

[**Local Leader or Organization, by last name only, i.e., Jones**] offered these simple reminders for a safer Halloween weekend:

- Plan ahead and designate a sober driver BEFORE you go out partying;
- Don't even think about getting behind the wheel of your vehicle if you've been out drinking;
- Take the keys and never let a friend leave your sight if you think they are about to drive while impaired;
- If impaired, call a taxi, use mass transit, or get a sober friend or family member to come and get you; and
- Or just stay where you are and sleep it off until you are sober.

And [**Local Leader**] said if you are hosting a Halloween party this year, make sure all your guests leave with a sober driver.

Impaired driving is one of America's deadliest crimes. Nationally, more than 17,000 people died in alcohol-related highway crashes during 2003. Every 30 minutes, nearly 50 times a day, someone in America dies in an alcohol-related crash. Millions more are injured. This means you, your friends and your family are regularly at risk.

But the nightmare of drinking and driving impaired does not end with the tragic death, disfigurement, disability and injury caused by impaired drivers. Real nightmares can also come from the dozens of other serious consequences that face those who choose to drive impaired.

The consequences if arrested while driving impaired are serious and real, and often include jail time, the suspension or loss of a driver's license, higher insurance rates, the embarrassment and humiliation of telling friends, family and employers, plus dozens of unanticipated expenses for attorney fees, fines and court costs, car towing and repairs, time away from work and many others costs.

"It's simply not worth the risk anyway you look at it," [**Local Leader**] said. "To avoid some very real nightmares this Halloween, don't even think about driving your car, truck or motorcycle while impaired. Be smart. Plan ahead. Designate a sober driver before the parties begin. And make sure your driver is always a sober driver."

For more information about other national efforts to stop impaired driving, visit [www.stopimpaireddriving.org](http://www.stopimpaireddriving.org).